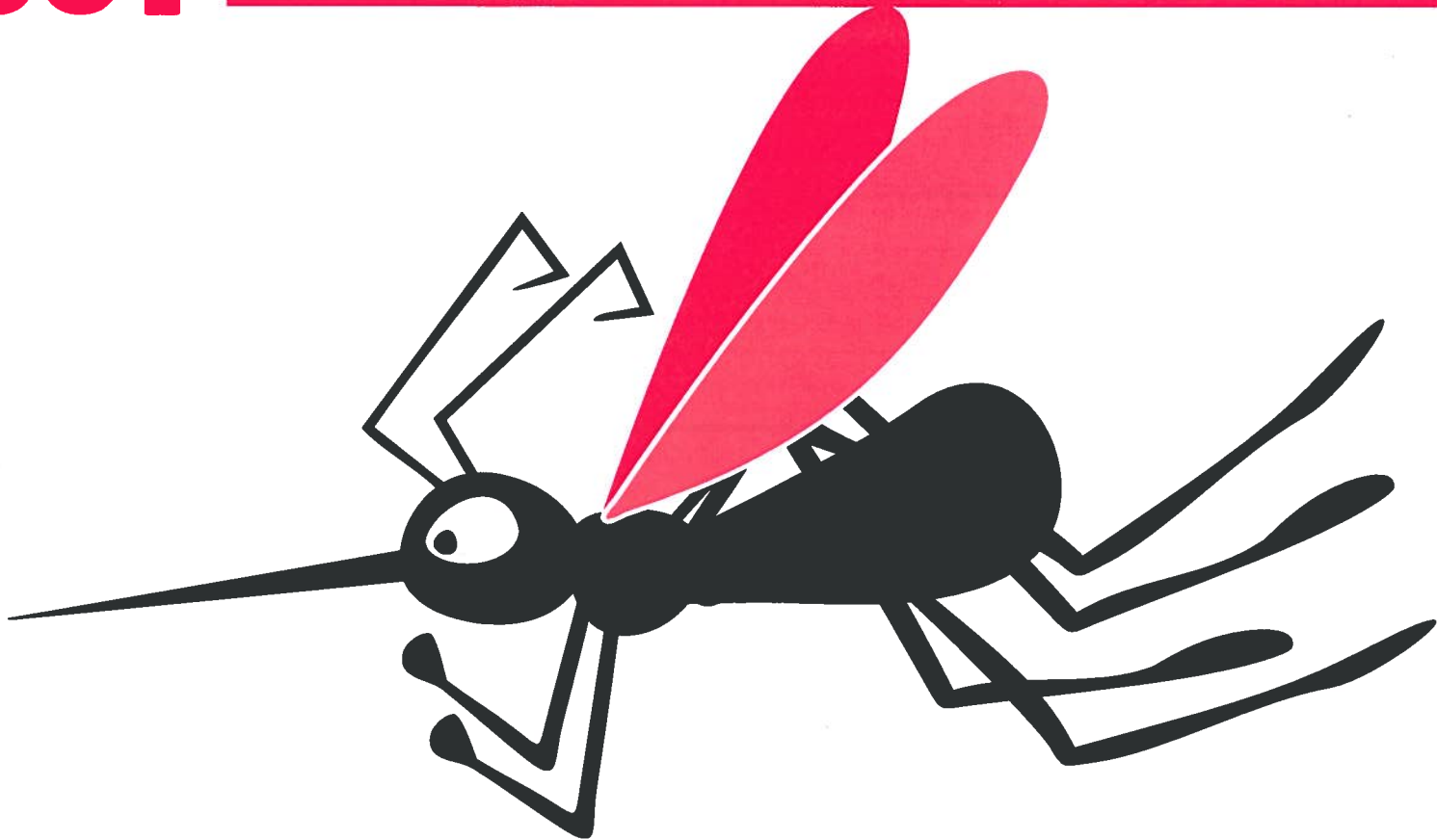


**KNOW
THE BUZZ
ABOUT**

WEST NILE VIRUS



AVOID INFECTION USE PROTECTION

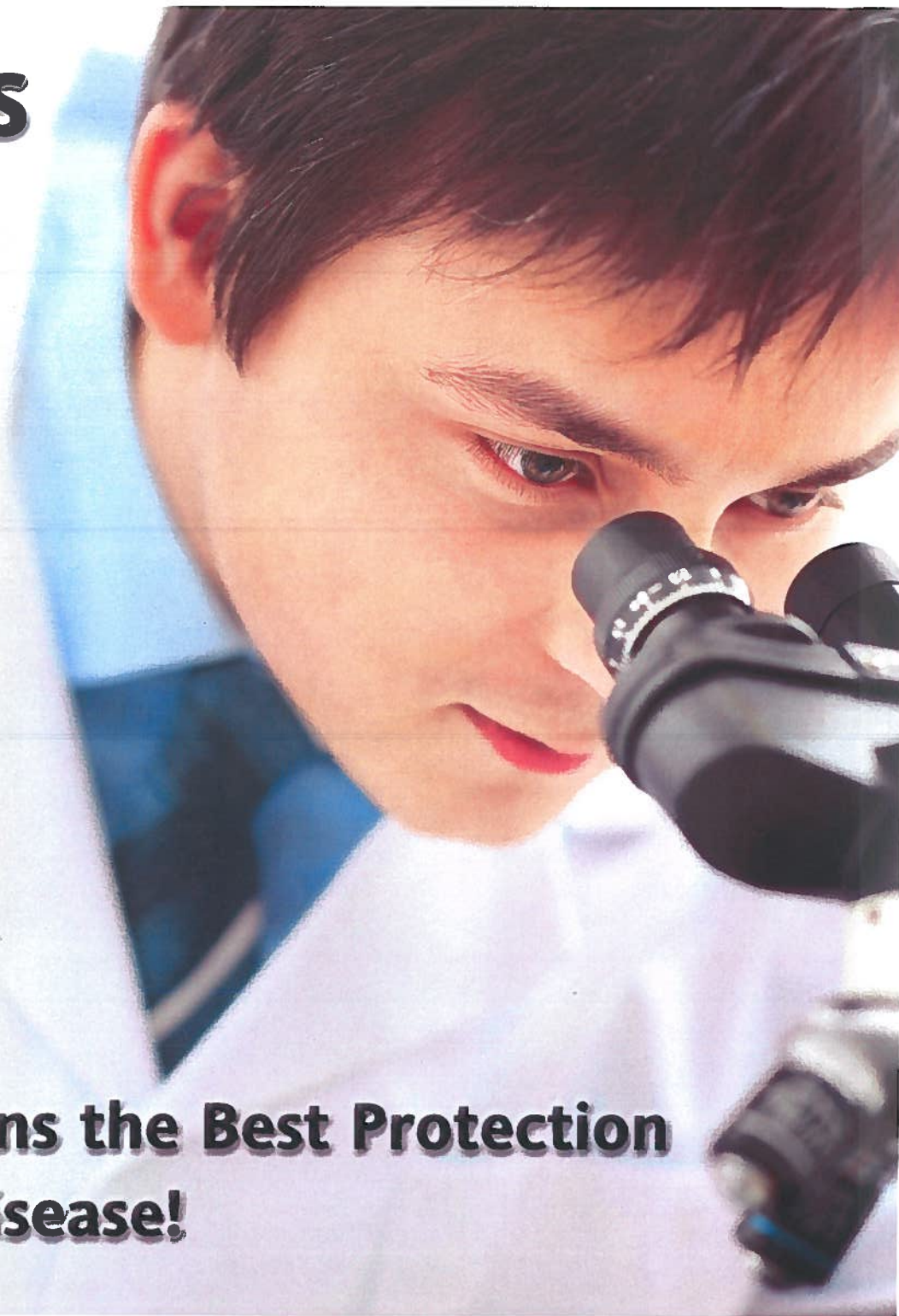


Department of Health & Human Services
HEALTH DIVISION
oakgov.com/health

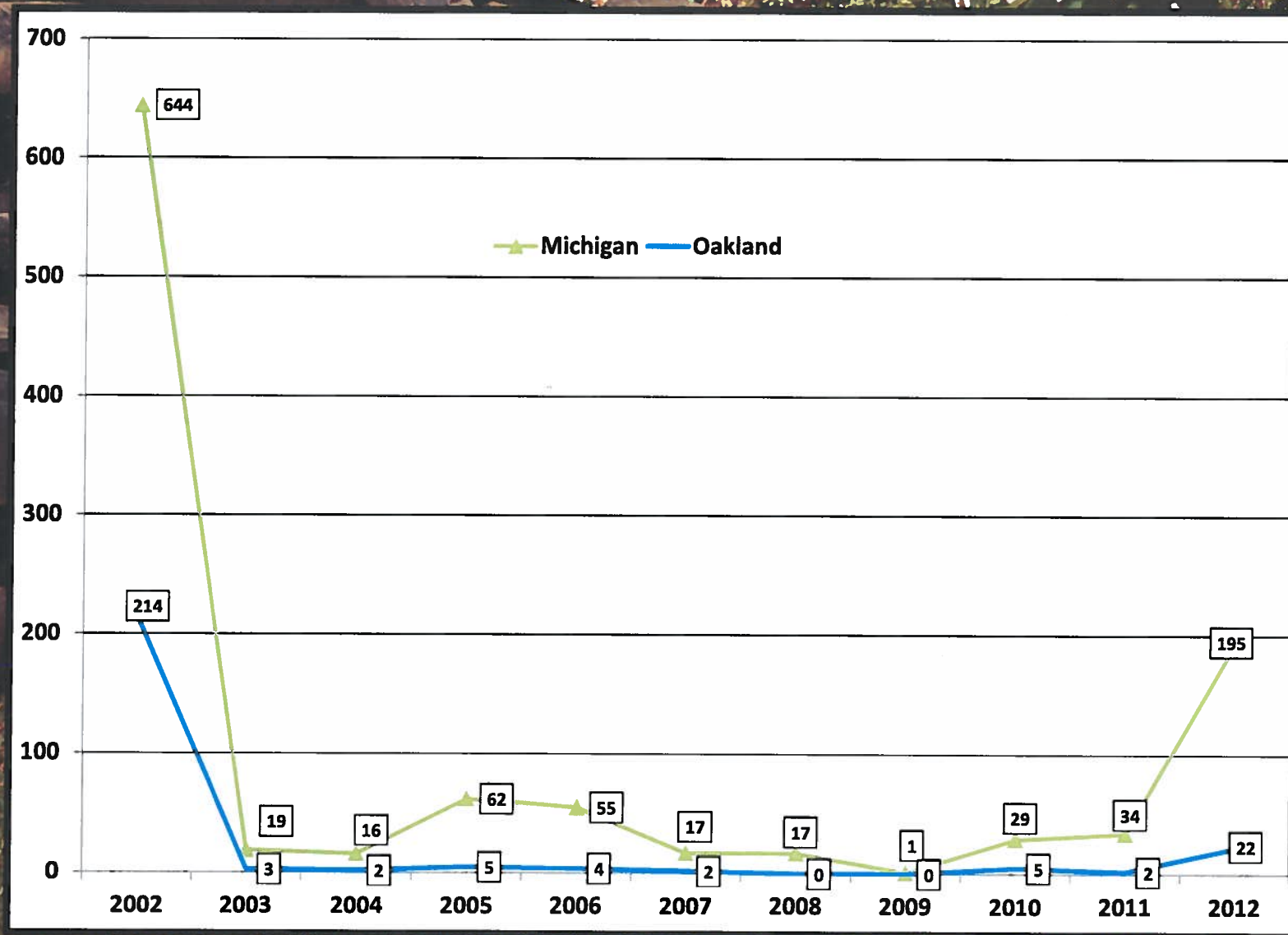
West Nile Virus History

- First detected in New York, 1999
- First detected in Michigan, 2001 - crow
- First human cases in Michigan, 2002
- Detected in all 48 continental states as of 2005
- WNV now considered endemic in Michigan
- There is no vaccine available to prevent WNV

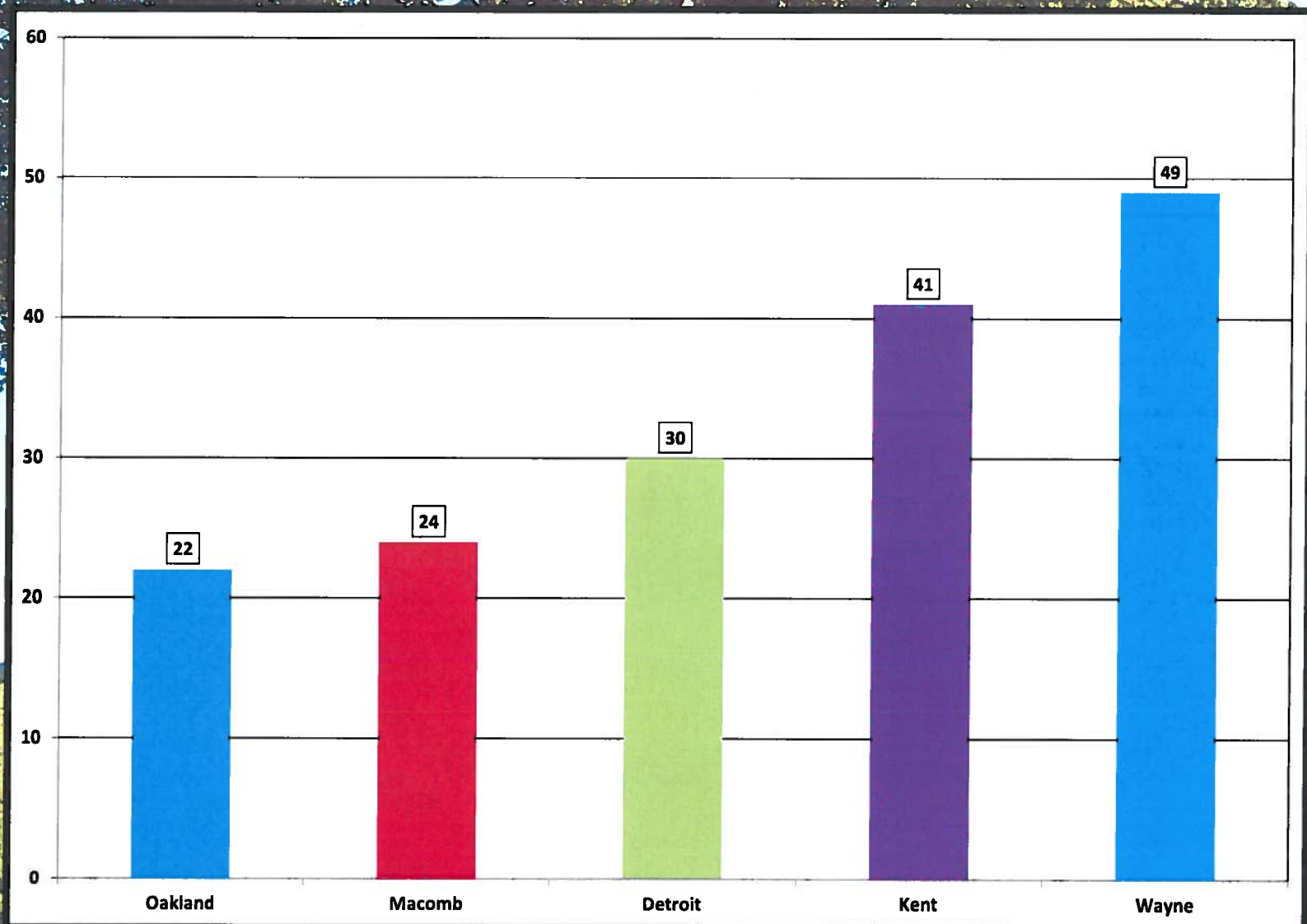
Personal Protection Remains the Best Protection Against Mosquito Borne Disease!



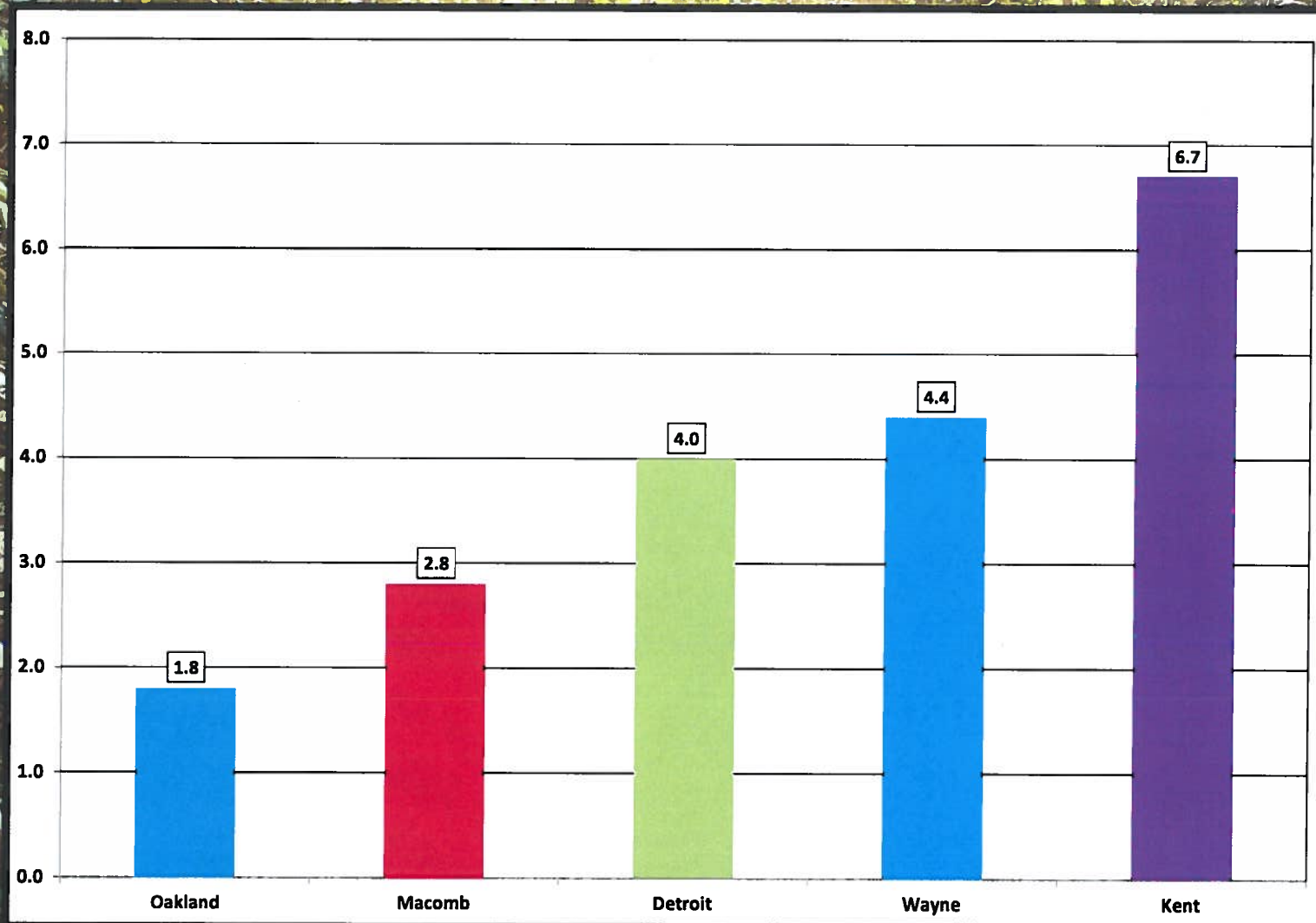
WNV Reported Cases / Donors 2002 - 2012



WNV Cases/Donors In Largest Urban Areas Reported As Of 9/25/12



West Nile Virus Cases / Donors Rate (per 100,000) as of 9/25/12



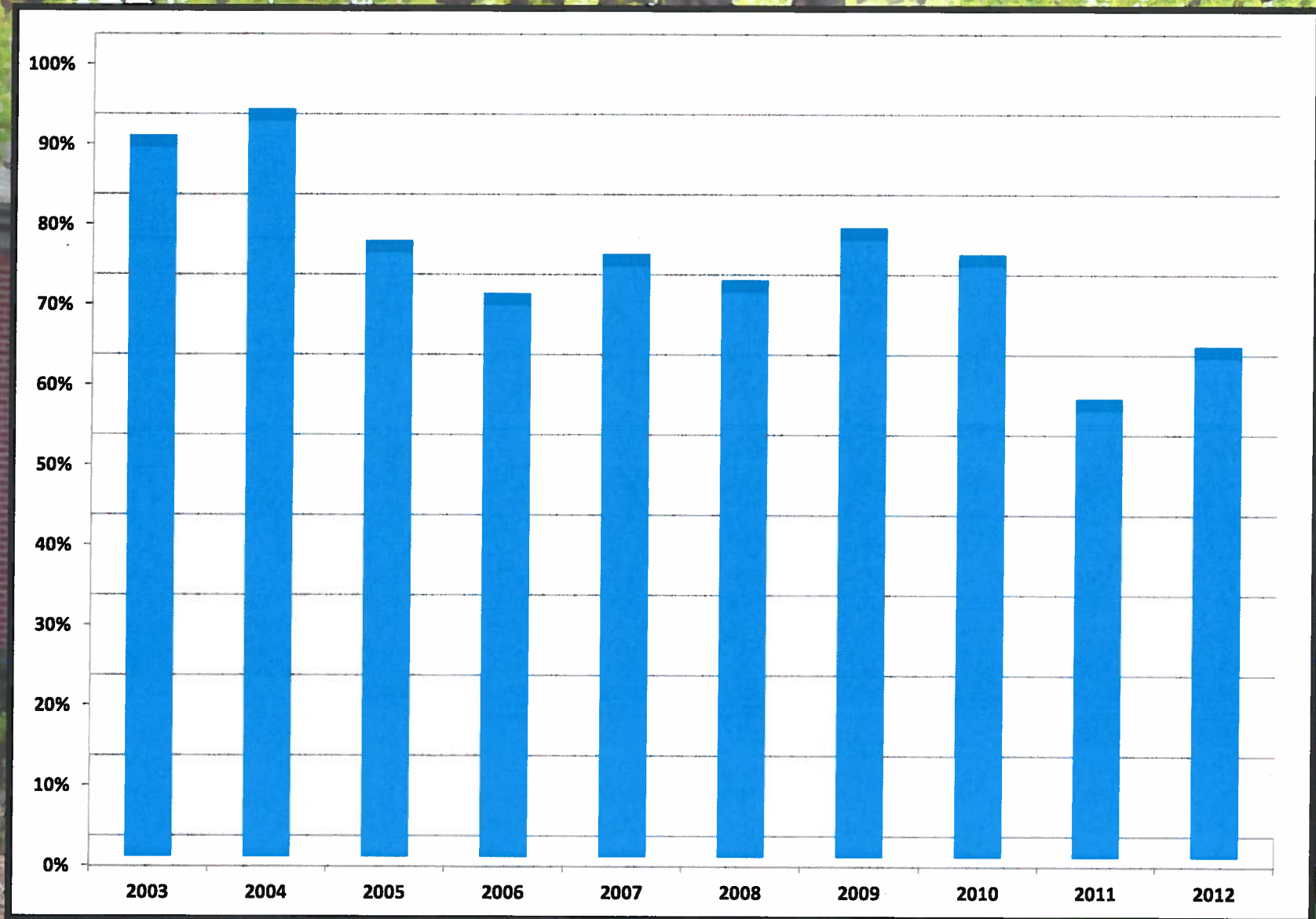
Oakland County West Nile Virus

CVT Reimbursement Program 2003-2012

- \$3,217,919 distributed to local municipalities for WNV prevention activities since 2003
- Prevention messages
- Annual program training



Percent of Oakland County CVTs Participating in WNV Reimbursement Program



Annual CVT Training 2003 - 2012

- Pre-Season Messaging (March - May)
 - Reduce/larvicide breeding sites
 - Insect repellent as needed
- Early Season Messaging (June - July)
 - Reduce/larvicide breeding sites
 - Prevent bites
 - 50 years+ greatest risk for severe illness
- Prime-Season Messaging (August - September)
 - Reduce/larvicide breeding sites
 - Prevent bites
 - 50 years+ greatest risk for severe illness
 - Focused spraying under limited conditions



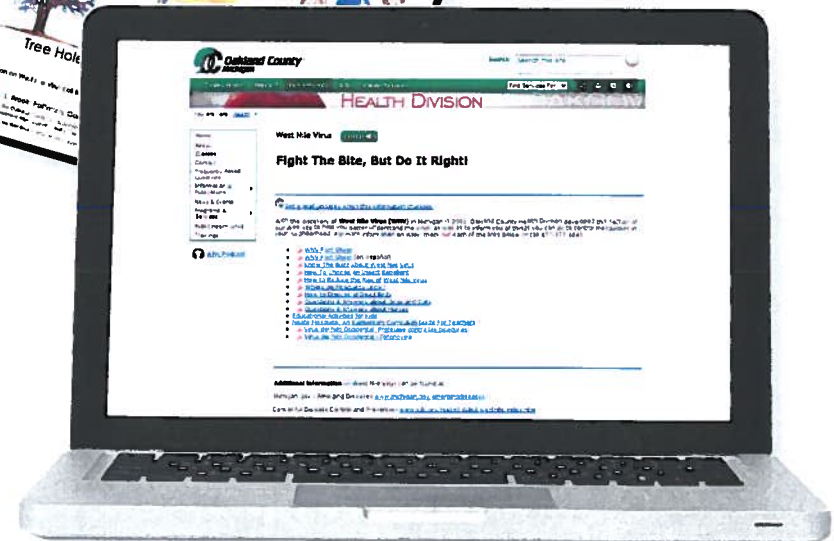
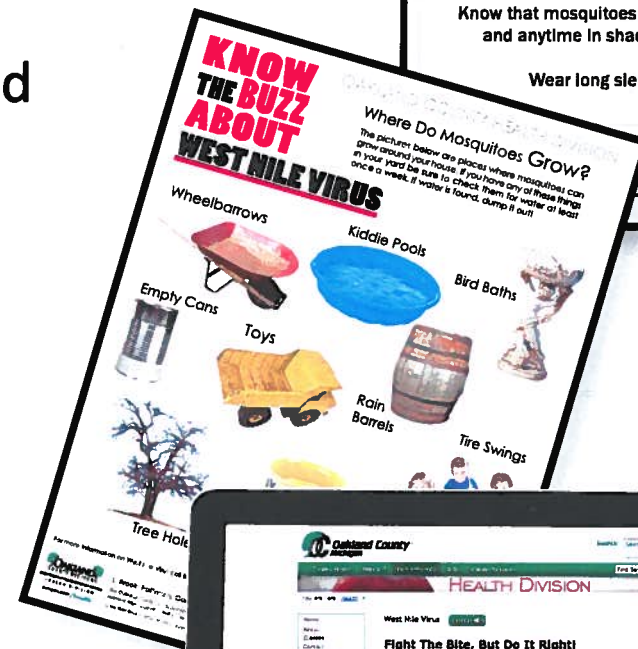
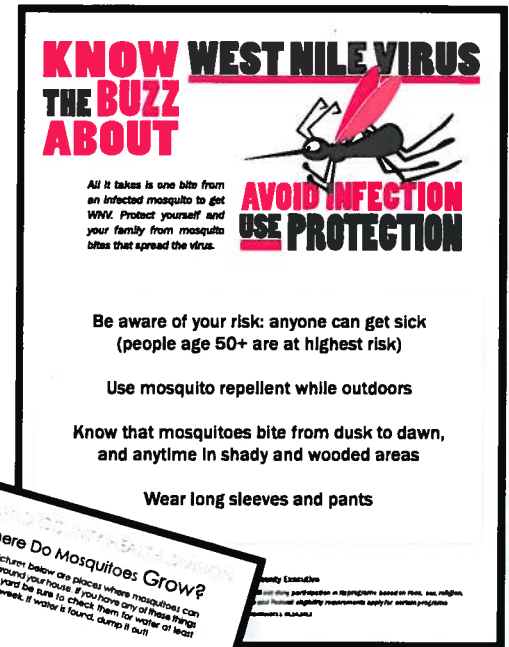
West Nile Virus Prevention Messages and Campaigns 2002 - Present

- Fight the Bite but Do it Right!
- Reduce, Repel, Report
- Standing Water Left Alone Keeps Mosquitoes Close to Home
- Mosquito Swat Team – Personal protection is the best protection against mosquito borne disease!
- Know the Buzz About West Nile Virus, Avoid Infection, Use Protection



2012 West Nile Virus Prevention Campaign

- WNV web page update on www.oakgov.com/health
- OCHD WNV educational material updated
- WNV Prevention Podcast
- Weekly WNV Prevention press releases
 - Local media
 - Over 33,000 GovDelivery recipients
 - School and Physician portals
 - Facebook



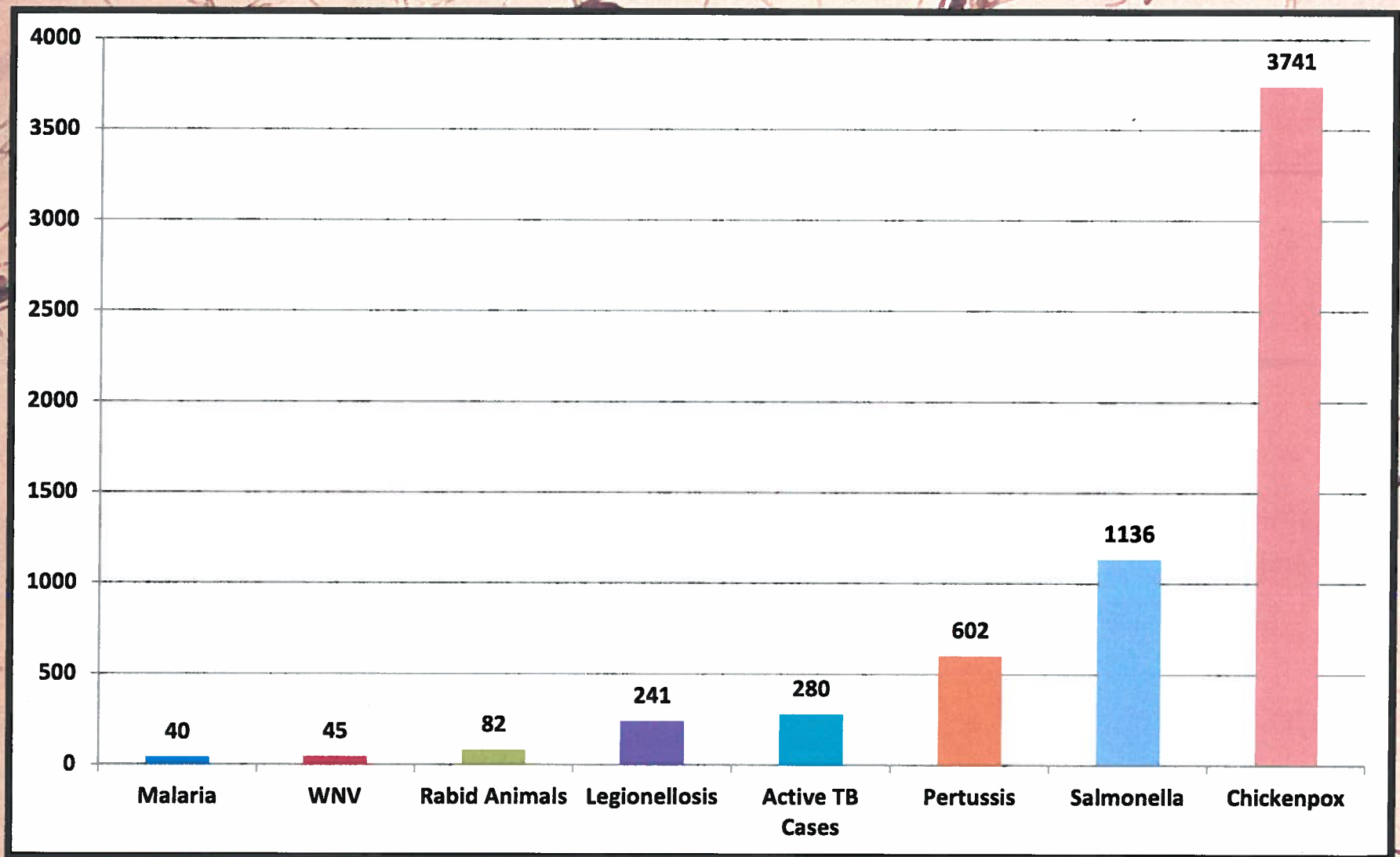
2012 West Nile Virus Prevention Campaign

- Insect repellent donated to Arts, Beats and Eats Festival
- Educational materials and brochures to community partners
 - Libraries
 - Senior Centers
 - Independent Retirement Communities
 - Local Municipalities
 - Oakland County Parks and Rec
 - Outdoor festivals

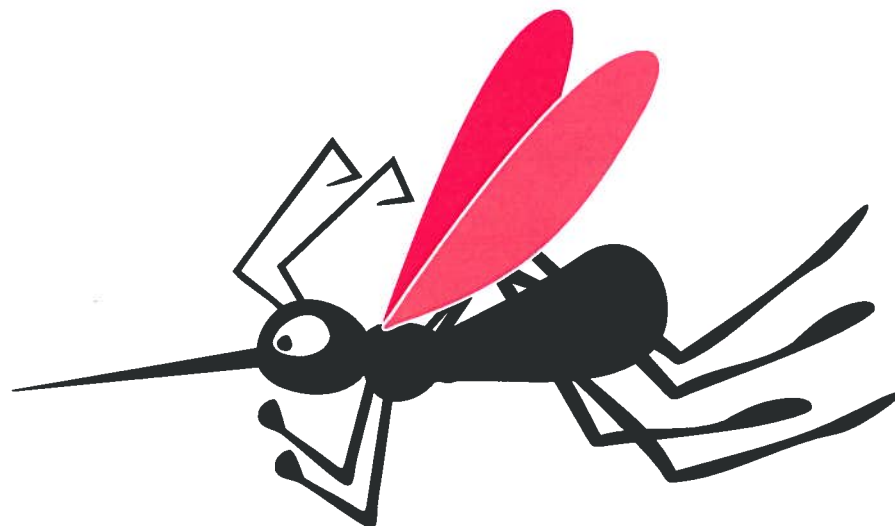


→ MICHIGAN LOTTERY STAGE
→ MUSEUM COOKING SCHOOL INTERNATIONAL STAGE
→ FORD DRIVE ONE EXHIBIT
→ STYLE NETWORK EXHIBIT
→ DESSERT DISTRICT
→ PRIORITY HEALTH & WELLNESS TENT
→ BUSHWICK ROCK STAGE
→ FORD ALTERNATIVE ROCK STAGE
→ SOARING EAGLE COUNTRY STAGE
→ MICHIGAN LOTTERY STAGE

Disease Stats of Public Health Concern in Oakland County 2003 - Present



KNOW THE BUZZ ABOUT WEST NILE VIRUS



AVOID INFECTION **USE** **PROTECTION**

Presented by

George J. Miller, Jr., Director, Oakland County Health and Human Services Department

Kathy Forzley, Manager / Health Officer, Oakland County Health Division

Know about West Nile Virus

West Nile virus (WNV) now is present in most of the United States. Generally, WNV is spread by the bite of an infected mosquito. Mosquitoes become infected with the virus when they feed on infected birds.

Adults are at the highest risk

People over age 50 have the highest risk of becoming seriously ill when they get infected with WNV. But, people of all ages can become ill.

Prevent serious disease

WNV affects the central nervous system and can be very serious. Some people who get infected with WNV develop a polio-like paralysis or severe diseases, such as West Nile encephalitis and West Nile meningitis—inflammation of the brain or the area around the brain. These severe diseases usually require hospitalization and can be life-altering, even fatal.

However, most people who get infected with WNV do not have any symptoms. Some people develop a less severe illness called, "West Nile fever." This illness usually goes away and generally does not require medical treatment.

WNV SYMPTOMS

Symptoms of severe illness include:

- Severe headache
- High fever
- Stiff neck
- Mental confusion
- Muscle weakness
- Tremors (shaking)
- Coma
- Paralysis

SEE YOUR DOCTOR IF YOU DEVELOP ANY OF THESE SYMPTOMS.

Michigan Department
of Community Health



For more information on West Nile Virus, visit:

www.michigan.gov/westnile

or

www.cdc.gov/westnile

Michigan's automated West Nile Virus hotline

is available at:

1-888-757-5717

WEST NILE VIRUS

**PROTECT
YOURSELF AND
YOUR FAMILY**

1. Avoid mosquito bites
2. Clean up breeding sites
3. Help your community



FIGHT THE BITE

Prevention: Three Steps Can Reduce Your Risk

Fighting mosquito bites reduces your risk of getting WNV, along with other diseases that mosquitoes carry.

1. PROTECT YOURSELF AGAINST MOSQUITO BITES

Use Repellent: Apply insect repellent to exposed skin when you go outdoors. The U.S. Environmental Agency (EPA) has registered several active ingredients for use in repellents that can be applied to skin and clothing. Look for these ingredients on product labels, including:

- DEET (N, N-diethyl-m-toluamide)
- Picaridin (KBR 3023)
- Oil of lemon eucalyptus (p-menthane 3,8-diol)
- Permethrin (use on clothing, shoes, bed nets, camping gear, but not skin)



Always Follow Repellent Label

Instructions: Re-apply repellent if you feel mosquitoes starting to bite. Repellents

containing DEET and picaridin may be used for adults and children older than two months of age. Oil of lemon eucalyptus may be used for children age three and above. Don't put repellent on children's hands because it may get in their mouth

or eyes. And only use permethrin on clothes or camping gear, not directly on your skin.

Cover Up: Wear long sleeves, long pants, and socks when outdoors. Mosquitoes may bite



through thin clothing, so spraying clothes with a repellent will provide extra protection.

Do not spray repellent containing DEET on the skin underneath your clothing.

Avoid Mosquitoes: Many mosquitoes bite between dusk and dawn. Be especially sure to use repellents and protective clothing or limit your time outdoors during these hours.

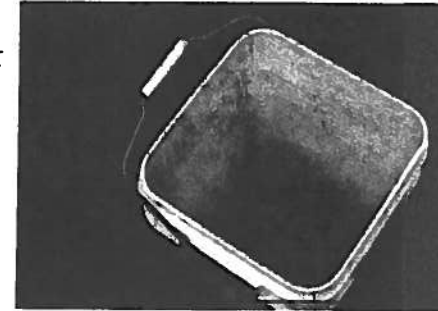
Mosquito-proof your home: Keep mosquitoes outside by fixing or installing window and door screens.

2. CLEAN OUT MOSQUITO BREEDING SITES

Drain standing water: Don't give mosquitoes a place to breed. A small amount of standing water can be enough for a mosquito to lay her eggs.

Clean up: Look around for possible mosquito-breeding places. Be sure to empty water from buckets, cans, pool covers, flowerpots, and other

items. Throw away or cover up stored tires or items that aren't being used. Clean pet water bowls



weekly. Check if rain gutters are clogged. If you store water outside or have a well, make sure it's covered up. Encourage your neighbors to do the same.

3. HELP YOUR COMMUNITY CONTROL MOSQUITOES

Report Dead Birds: Dead birds may be a sign that WNV is infecting birds and mosquitoes in your area. But remember, birds die from many causes other than WNV. Check with local or state health departments to find out their policy for reporting dead birds. By reporting dead birds you can play an important role in monitoring WNV. Support your community's mosquito control program. If none exists, ask about starting one.

For more information on West Nile Virus, visit www.cdc.gov/westnile or call Michigan's automated West Nile Virus hotline at 1-888-757-5717

